

REMARKS

It is conceded that the Dedrick cited reference does not teach enabling a partial, incomplete portion to be displayed and viewed without displaying the complete incentive image, the extent of the image that is displayed being dependent on the time spent viewing the video content. See the bottom of page 3 and the top of page 4 of the office action.

The point of this claimed element is that the user gets feedback and is thereby encouraged to continue to view more content. He sees the incentive portion, which is in the course of being visually completed, and he knows graphically how much more needs to be done in order to receive the incentive. Obviously, this would have a powerful impact on the user and encourages the user to continue viewing.


The cited reference has no concept of viewer incentives that are progressively displayed to the user. The Dedrick reference has no recognition of this powerful inducement. The cited PNG reference merely, according to the Examiner, indicates that it would be possible to display a portion of the image as it is received. But, even if it is possible to do so, which it most certainly is, this provides no incentive to modify Dedrick to actually cause this effect to occur. In other words, there is nothing in Dedrick which recognizes the advantage, only recognized by the inventors of the present invention, of the partial display dependent on the time spent viewing the video contents. For example, the PNG would simply display progressively the whole incentive once the entire incentive had been earned. This, of course, would provide no effective inducement.

In short, the inventive concept clearly set forth in the claims of the present invention was never appreciated by either reference or even possibly by their combination. There is nothing in either reference which suggests displaying the portion of an overall incentive earned as they were earned and indicating by the displayed portion the time spent viewing the video content. To the extent that Dedrick read on previous versions of the claims, it was merely incidental, Dedrick never appreciating the benefit of displaying the user's progress by showing a portion of the overall incentive and thereby indicating what remained to be earned. The fact that images can be displayed as they are built certainly provides, at most, the tools to implement the invention. However, the tools are not enough. What is also needed is some motivation to modify Dedrick to achieve the claimed purpose. That purpose was never recognized in the cited references.

Therefore, reconsideration is respectfully requested.

Respectfully submitted,

Date: July 18, 2005



Timothy N. Trop, Reg. No. 28,994
TROP, PRUNER & HU, P.C.
8554 Katy Freeway, Ste. 100
Houston, TX 77024
713/468-8880 [Phone]
713/468-8883 [Fax]

Attorneys for Intel Corporation